Energy usage: A view from behavioral economics
ILLUSIONS AS A METAPHOR
Organ donations?

% of drivers donating organs

- Denmark: 4%
- Netherlands: 28%
- United Kingdom: 17%
- Germany: 12%
- Austria: 100%
- Belgium: 98%
- France: 100%
- Hungary: 100%
- Poland: 100%
- Portugal: 100%
- Sweden: 86%

Johnson & Goldstein (2003)
Opt-in

☐ Check the box below if you **want** to participate in the organ donor program
Opt-in

Check the box below if you want to participate in the organ donor program.

People don't check the box -- and don't join.
Opt-in

☐ Check the box below if you want to participate in the organ donor program

Opt-out

☐ Check the box below if you don’t want to participate in the organ donor program
Opt-in

☐ Check the box below if you want to participate in the organ donor program

Opt-out

☐ Check the box below if you don't want to participate in the organ donor program
Opt-in

Check the box below if you **want** to participate in the organ donor program.

Opt-out

Check the box below if you **don't want** to participate in the organ donor program.
Answer the following:
<table>
<thead>
<tr>
<th>Answer the following:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please write 3 reasons why you love your significant other</td>
</tr>
<tr>
<td>Please write 10 reasons why you love your significant other</td>
</tr>
<tr>
<td>Please write 3 reasons why you love your significant other</td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td>Please write 3 reasons to buy a BMW</td>
</tr>
</tbody>
</table>
Asymmetric dominance

Attribute 1

Attribute 2
Asymmetric dominance

Attribute 1

R

Attribute 2
Asymmetric dominance

Attribute 1

Attribute 2

R

P
Asymmetric dominance

Attribute 1

| R
| R-

Attribute 2

P
Asymmetric dominance

Attribute 1

Attribute 2

R

R-

P
Asymmetric dominance

Attribute 1

Attribute 2

R

P

P-
**SUBSCRIPTIONS**

Welcome to
The Economist Subscription Centre

Pick the type of subscription you want to buy or renew.

- **Economist.com subscription** - US $59.00
  One-year subscription to Economist.com. Includes online access to all articles from The Economist since 1997.

- **Print subscription** - US $125.00
  One-year subscription to the print edition of The Economist.

- **Print & web subscription** - US $125.00
  One-year subscription to the print edition of The Economist and online access to all articles from The Economist since 1997.
SUBSCRIPTIONS

Welcome to
The Economist Subscription Centre

Pick the type of subscription you want to buy or renew.

- **Economist.com subscription** - US $59.00
  One-year subscription to Economist.com. Includes online access to all articles from *The Economist* since 1997.

- **Print subscription** - US $125.00
  One-year subscription to the print edition of *The Economist*.

- **Print & web subscription** - US $125.00
  One-year subscription to the print edition of *The Economist* and online access to all articles from *The Economist* since 1997.
Welcome to The Economist Subscription Centre

Pick the type of subscription you want to buy or renew.

- **Economist.com subscription** - US $59.00
  One-year subscription to Economist.com. Includes online access to all articles from The Economist since 1997.

- **Print subscription** - US $125.00
  One-year subscription to the print edition of The Economist.

- **Print & web subscription** - US $125.00
  One-year subscription to the print edition of The Economist and online access to all articles from The Economist since 1997.
SUBSCRIPTIONS

Welcome to
The Economist Subscription Centre

Pick the type of subscription you want to buy or renew.

- **Economist.com subscription** - US $59.00
  One-year subscription to Economist.com.
  Includes online access to all articles from The Economist since 1997.

- **Print subscription** - US $125.00
  One-year subscription to the print edition of The Economist.

- **Print & web subscription** - US $125.00
  One-year subscription to the print edition of The Economist and online access to all articles from The Economist since 1997.
SUBSCRIPTIONS

Welcome to The Economist Subscription Centre

Pick the type of subscription you want to buy or renew.

- **Economist.com subscription** - US $59.00
  One-year subscription to Economist.com.
  Includes online access to all articles from The Economist since 1997.

- **Print subscription** - US $125.00
  One-year subscription to the print edition of The Economist.

- **Print & web subscription** - US $125.00
  One-year subscription to the print edition of The Economist and online access to all articles from The Economist since 1997.
<table>
<thead>
<tr>
<th>SUBSCRIPTIONS</th>
<th>Welcome to The Economist Subscription Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pick the type of subscription you want to buy or renew.</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>❑ Economist.com subscription - US $59.00</td>
<td>16%</td>
</tr>
<tr>
<td></td>
<td>One-year subscription to Economist.com. Includes online access to articles from The Economist since 1997.</td>
</tr>
<tr>
<td>❑ Print subscription - US $125.00</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>One-year subscription to the print edition of The Economist.</td>
</tr>
<tr>
<td>❑ Print &amp; web subscription - US $125.00</td>
<td>84%</td>
</tr>
</tbody>
</table>
|               | One-year subscription to the print and digital editions of The Economist. Includes online access to all articles from The Economist.
# SUBSCRIPTIONS

Welcome to

The Economist Subscription Centre

Pick the type of subscription you want to buy or renew.

- **Economist.com subscription** - US $59.00
  One-year subscription to Economist.com
  Includes online access to all articles from The Economist since 1997
  **16%**

- **Print & web subscription** - US $125.00
  One-year subscription to the print and Economist.com
  Includes print and online access to all articles from The Economist
  **84%**
SUBSCRIPTIONS

Welcome to
The Economist Subscription Centre

Pick the type of subscription you want to buy or renew.

- **Economist.com subscription** - US $59.00
  One-year subscription to Economist.com
  Includes online access to all
  The Economist since 1997
  16%

- **Print & web subscription** - US $125.00
  One-year subscription to the print and online
  edition of The Economist and online articles from The Economist
  84%
Form A

Tom
Jerry'
Jerry

Form B

Tom
Tom'
Jerry
Advice from the Delany sisters..

Having Our Say
The Delaney Sisters’ First 100 years.

Life is short, and it’s up to you to make it sweet.
- Sarah Delany

Regional Premiere of an American Contemporary Classic
Delayed gratification & commitment

Ainslie & Herrnstein 1974
Delayed gratification & commitment

Ainslie & Herrnstein 1974
Delayed gratification & commitment

Ainslie & Herrnstein 1974
Delayed gratification & commitment

1 immediately

10 w/ 10sec delay

Ainslie & Herrnstein 1974
Delayed gratification & commitment

Ainslie & Herrnstein 1974
Delayed gratification & commitment

Ainslie & Herrnstein 1974
Self control problems

Self control Mechanisms
Clocky
One step further ....
X3watch is an accountability software program helping with online integrity. Whenever you browse the internet and access a site which may contain questionable material, the program will record the site name. A person of your choice (an accountability partner) will receive an email containing all questionable sites you may have visited. This information is meant to encourage open and honest conversation between friends and help you be more accountable to your online adventures.
2 - markets
The psychology of money
Standard Economics ...

What a piece of work is a man! how noble in reason! how infinite in faculty! in form and moving how express and admirable! in action how like an angel! in apprehension how like a god!

Will Shakespeare (Act II, scene 2, of Hamlet)
Behavioral Economics ...

What a piece of work is a man! how noble in reason!
how infinite in faculty! in form and moving how 
express and admirable! in action how like an angel!
in apprehension, how like a god!

Will Shakespeare (Act II,scene 2, of Hamlet)
IT IS ALL ABOUT .....
IT IS ALL ABOUT ..... 

FREE LUNCHES !!!
Thanks